



Adobe Analytics



Put It Forward®

*“Put It Forward gives me the ability to do data magic for every department and customer.”*

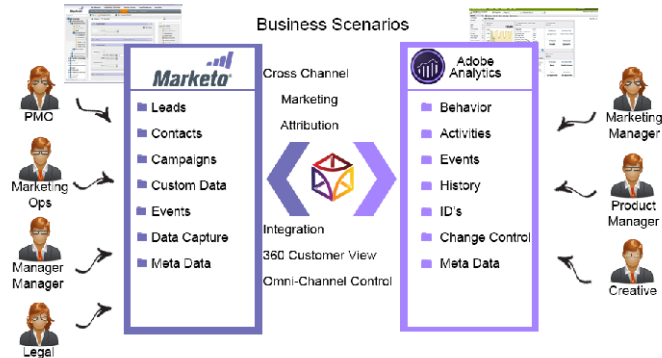
Udo Waibel - CTO Sitecore

## Better Analytics - Better Campaigns

Put it Forward® is the solution that Marketo® users look to for help with effective analytics integration through Adobe Analytics®. This lets a marketer develop deeper understanding of their customers and deliver comprehensive messaging.

Common Scenarios:

- Cross channel marketing with Adobe Analytics® with multiple marketing automation systems including Marketo®
- Deeper customer experience management across their entire life cycle
- Increase content velocity and utilization by linking what works with the right audience
- Increase conversion rates with testing
- Cross channel attribution
- Get a complete 360 degree view of the customer and how they interact with you
- Find more and better customers



## Adobe Analytics® and Marketo® Integration

Put it Forward® enables the rapid connection and collaboration of business systems through on demand technology.

Designed for the marketing analyst, evangelist or operations specialist, Put it Forward's® “No Code” graphical experience accelerates and simplifies the ability to work with data.

Extend beyond connecting into operations governance, data quality and customer life cycle management. All within the same application.

Pre-Built Connections from Put it Forward® enable Marketo® users to rapidly connect to other systems such as Cvent®, Oracle®, Salesforce®, SAP®, Microsoft Dynamics®, Netsuite® and many more. Helping improve operations, increase data quality and minimize IT costs while enabling their goal of having a deeper more meaningful customer experience.

Get Started Today

[www.putitforward.com/partners/adobe](http://www.putitforward.com/partners/adobe)



Put it Forward  
Constant Data





Adobe Analytics

# Marketo®

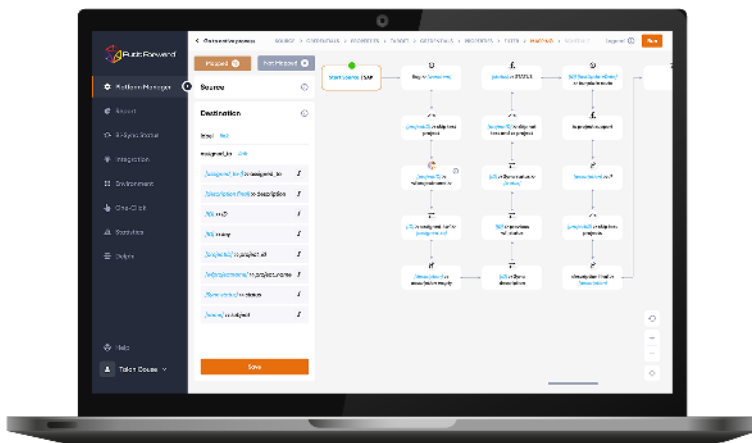
Point, Click, Get Your Adobe Analytics® Integrated with Oracle® Marketing Cloud



## Key Deployment Benefits

- Built for the cloud - Put it Forward® is a purpose built pure cloud based data service tool. No open source, no fat clients, no legacy
- Pure cloud based – on premise to cloud integration with no installation for you to deploy and manage
- Best Price - On demand per connection pricing and low maintenance costs
- Complete suite of out of the box connectors plus data services
- Superior support model – dedicated resources for each of our customers

1. **Point the pre-built connectors** from Put it Forward® or use your own connector to automatically integrate the source and destination.
2. **Click on the data services** or add any business rules, transformations to the integration.
3. **Get the data flowing** between the source and destination by selecting the integration interval and activating it.



## Tech Features

- **Multi-frequency Integration:** real time, just in time or in batch cycles
- **Great for data loading** and long running processes like customer research to inquiry
- **Integrated data quality** and management
- **Stay synchronized** with other organization units, legacy systems, other cloud offerings or on-premise applications
- **More Connectors** to marketing automation, financials or other contacts and order/invoice systems
- **Pure cloud based** - no installation of hardware or software for you to deploy and manage
- **On demand per connection pricing** and low maintenance costs
- **Supported Trials**

## Tech Specs

**Operating Systems:** Put it Forward® is cloud based and is independent of operating systems.

**App Server:** Put it Forward® is cloud based and does not require an app server to run

**Dev Tools:** Put it Forward® has a rich integrated cloud based development environment which does not require installation.

**Transports:** HTTP/S, Web Services (SOAP, REST), ODBC, JDBC, FTP, SFTP, SS, File Sharing, Email (SMTP/POP3), Message based, Amazon SQS, JMS, MQ, WSDL ... and more.

**Data Formats:** XML, HTML/XHTML, JSON, CSV, EDI, text (flat and hierarchical), Unstructured (PDF, Spreadsheets)



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